**SLIDE 1:**

**ERIK**

**We have decided to look at The Beatles. We believe that they provide the perfect example of a band that was certainly not a standardised commodity. In this presentation we will supply you with some background on the band as well as giving examples of how they have gone on to influence ‘modern-day’ bands.**

**SLIDE 2:**

**They started out in 1957 known as, ‘The Quarrymen’. Formed in Liverpool, they were made up of five members, John Lennon, Paul McCartney, George Harrison, Stuart Sutcliffe and Pete Best. Eventually they ended up with the four members that they became famous for.**

**DAN:**

**The group went on to have more number 1 hits and hold top spot for longer than any other musical act. They also sold more albums in the United States than any other artist, they made the first real music video, “The Paperback Writer”, and its B-side - “Rain” - featured the first ever backwards guitar effect. These are just some of the many accolades to the band’s name.**

**The Beatles’ influence on rock and pop music was - and very much still is – immense. Their commercial success started an almost immediate wave of changes right across the world, to not only bands, but also to solo artists. The Beatles well and truly influenced those of the past, present and future and will forever be remembered for this. They were on TIME Magazine’s list of the 20th century’s 100 most influential people.**

**SLIDE 3:**

**MICHAEL:
Impro: [Talk about the transformation of their music]**

**SLIDE 4:**

**ERIK:**

**The iconic image of the group is something in which has been replicated time and time again in the modern day. Before The Beatles, the music industry arguably hadn’t seen a band like them. Everything from hairstyles, to clothes, to boots, right through to their mannerisms, is something which has been replicated by many bands after them, such as Oasis.**

**SLIDE 5:**

**This leads us onto the point of Pseudo-individuality, which links in with the claims that Adorno & Horkheimer famously made about “radio no longer pretending to be the same” and that “all mass culture is identical”. Looking at some more modern day bands, such as JLS, Westlife, Take That and Backstreet Boys, the genres of music may be different, but their values and ideologies are the same. They are “mass produced”, with the majority of bands nowadays being hardly distinguishable from each other. They are created for one reason. Money.**

**DAN:**

**This mass production of bands seems to go through a conveyer belt, starting from nothing going onto fame, via usually a middle person. This person, such as perhaps Simon Cowell for example, will run the band to make them create as much profit as possible. They can do this through merchandise, tours, publicity, etc. They are very much at an industrial stage of production.**

**SLIDE 6:**

**The Beatles also had a manager. Brian Epstein professionalised the band, and managed them until his death in 1967. His death made a major impact on the band, because they didn’t know what to do other than play music. John Lennon stated**

**MICHAEL:"I knew that we were in trouble then ... I thought, We've fuckin' had it now."**

**DAN:**

**John McCartney honored Epstein by stating that “if anyone’s the fifth Beatle, it’s Brian”. This says something about the difference between Epstein and modern managers like Cowell, Epstein actually worked with the band. He was in for the ride, and only managed a handful of bands, whereas Cowell has numerous bands on his list.**

**SLIDE 7:**

**MICHAEL:
We can easily see how bands attempt to replicate album covers and how they true to mould themselves around the band.**

**MICHAEL impro**

**You can't be greater than Elvis, change things as much as The Beatles, or be as original as Led Zeppelin. All you can do is rip them off.
 -- Billy Corgan, Smashin Pumpkins**

**SLIDE 8:**

**Beatles is still a big band. A couple of weeks ago, Beatles were finally released on iTunes. In THE FIRST WEEK they sold 450.000 albums and over 2 MILLION songs.**

**This shows that they are just as popular as they were when they were active, and they probably still have great influence on modern day bands.**

**SLIDE 9:**

**Talking about music is like dancing about architecture
 -- Martin Mull**

**Most played songs:** [**http://www.digitaldreamdoor.com/pages/best\_played.html**](http://www.digitaldreamdoor.com/pages/best_played.html)

**Lennon Quote: The Beatles (2000). *The Beatles Anthology*. San Francisco: Chronicle Books.**

**I want to hold your hand:** [**http://www.youtube.com/watch?v=MKHFUKZ-IXE**](http://www.youtube.com/watch?v=MKHFUKZ-IXE)

**I am the walrus:** [**http://www.youtube.com/watch?v=0yNcE8c3j2M**](http://www.youtube.com/watch?v=0yNcE8c3j2M)

**iTunes sales figures: http://www.appleinsider.com/articles/10/11/23/itunes\_sales\_of\_beatles\_albums\_top\_450000\_in\_first\_week.html**